

WCCO

Media Release

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## **CBS's *THE PRICE IS RIGHT* WANTS MINNESOTAN'S TO COME ON DOWN!**

**Minneapolis/ St. Paul – July 21, 2009** – CBS's *The Price Is Right* is conducting a national contestant search in Minnesota, it was announced today by Susan Adams Loyd, WCCO TV Vice President and General Manager. Contestant hopefuls will be interviewed in several U.S. markets, including the Twin Cities, where three lucky local participants will be selected to fly out to Los Angeles for a taping of the legendary game show sometime between September 2009 and February 2010. One of the three participants will be guaranteed a spot in “contestant’s row” when they hear their name called during the show taping. Bidders then compete for the chance to play a pricing game on stage and spin the big wheel for a spot in the “showcase”.

“Minnesotan’s love *The Price Is Right*,” said Loyd. “We know there are expert shoppers out there, ready to test their skills in contestant’s row, on the longest-running game show on television!”

The Minnesota contestant search will take place Saturday, August 1, 2009 at Mystic Lake Casino Hotel, 2400 Mystic Lake Blvd. in Prior Lake, Minnesota from 8:00 A.M. until 2:00 P.M.

The event is part of a nationwide contestant search, also taking place in New Jersey, Indiana, Colorado and California. Additional cities will be announced in the coming weeks.

All entrants must be legal U.S. residents, age 18 and over. Official rules can be found on [www.wcco.com](http://www.wcco.com). Upcoming schedules will be posted at <http://www.cbs.com/>.

*The Price Is Right*, the longest-running game show in television history, is hosted by Drew Carey. Produced by Fremantle Media North America, *The Price Is Right* is broadcast weekdays at 10:00 AM on WCCO TV.

For more information on *The Price Is Right*, go to [http://www.cbs.com/daytime/the\\_price\\_is\\_right/](http://www.cbs.com/daytime/the_price_is_right/)

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